

VIP – Vino Partner sro in Alcoholic Drinks (Czech Republic)

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Abstracts

ViP - Vino Partner sro is a small family business engaged predominantly in wholesaling for the foodservice industry. The company does not plan to open new outlets in 2013 but it aims to improve its wine offer and to introduce a loyalty programme to lure more consumers.

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Contents

VIP - VINO PARTNER SRO IN ALCOHOLIC DRINKS (CZECH REPUBLIC) Euromonitor International August 2013

Strategic Direction
Key Facts
Summary 1 ViP - Vino Partner sro: Key Facts
Internet Strategy
Company Background
Private Label
Competitive Positioning



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